



# LATEST NEWS OF THE AUTOMOBILE TRADE AND INDUSTRY



## There is a real risk in waiting too long to order your Cadillac

Each year we have urged the public to guard against possible disappointment.

And each year, in spite of this warning, many have had to content themselves with some other car because they could not get a Cadillac.

In spite of steady increases in production, the annual Cadillac shortage is almost a mathematical certainty. There is every indication that the current season will see that condition materially emphasized.

There is the steady, stable, year-in-year-out Cadillac demand to begin with—a very large number who automatically repeat.

And then, there is the large—and steadily growing larger—element of increase in new Cadillac ownership.

This has been strikingly marked ever since the advent of the Cadillac "Eight."

The vogue of the Cadillac Eight has never been perceptibly checked or challenged by any other car.

True, there may have been, from time to time, cars which—in advance—gave promise of comparable charm.

But their appearance served rather to stimulate admiration for the Cadillac and to emphasize its inimitable qualities.

Cadillac prestige is based on the universal esteem for the soundness of Cadillac policies and the soundness of Cadillac principles of construction—and the feeling that the new Cadillac exemplifies the most luxurious form of motoring yet evolved.

Cadillac prestige is steadily growing greater—the Cadillac demand will go right on expanding in volume and in enthusiasm.

Therefore, when we urge you to assure yourself of Cadillac delivery, it is that you may guard against disappointment.

If you can secure a Cadillac now, protect yourself, and take it.

If you cannot do better than to arrange for delivery in a month or two, we urge you to take that precaution.



THE CADILLAC CO.

of Ogden.

Cadillac and Oakland Motor Cars.

United States Tires.

432 25th St., Ogden, Utah.

## THE RIGHT-OF-WAY AND HEADLIGHTS

Washington, D. C., Oct. 14.—Right-of-way and glaring headlights are the two things which stand out ahead of everything else in the uniform traffic problem, according to Chairman O. I. Yellott of the A. A. A. legislative board, which has taken up this large subject in a determined effort to bring about a country-wide understanding.

Evidence that all of the states are interested in this plan of the organized motorists is apparent in the letters being received by Chairman Yellott. From Washington comes this comment by Secretary of State I. M. Howell:

"The American Automobile association is certainly on the right track now, and if you will compile something that can be made uniform throughout the United States I know of no reason why it could not be passed in each one of the several states. Send us something and we will try and put it in the motor vehicle code at the next session of the Washington State legislature."

From Maine, State Highway Commissioner J. Deering asserts that the Pine Tree State, particularly because of its large number of summer road visitors, wants uniform regulations such as he expects will be proposed by the A. A. A. board. Incidentally, Mr. Deering is president of the Maine Automobile association.

President C. H. Ellis of the Louisiana Motor league admits that "way down in New Orleans" which old city the persistent motorist is finding his way—there is need of uniformity in the handling of traffic, while from many other sections of country the communications make clear that the time has arrived for comprehensive attention.

At the recent meeting of the A. A. A. executive board came an invited committee from the Society of Automobile Engineers, which has been at work for some time on the subject of glaring headlights. While the engineers have not come to a finality upon all the details, their spokesman supplied information which would seem to assure a complete answer in the comparatively near future.

In the matter of right-of-way, the consensus of the meeting was in favor of a plan which would provide that a vehicle give way on the right or on the left to an approaching vehicle, eliminating any north-south versus east-west regulation or giving through traffic on the main arteries the advantage. In New Jersey and Maryland, the state law now includes a right-of-way to vehicles approaching on the left, while in many states north-south traffic has precedence over that going in the other directions.

Chairman Yellott is hopeful that he may be able to submit a report which will be available for the annual legislative period in a large number of states.

## IN SOUTH AMERICA AUTOMOBILE DEMAND

(Thomas M. Kirker, back from six months' tour through Brazil, Uruguay and Argentine Republic, sees complete reversal of sentiment in favor of Yankee motor cars.)

That American-made motor cars are eagerly sought after by residents of South America is the report brought back by Thomas M. Kirker, export representative of the Chalmers Motor company, who has just returned from a six months' tour through Latin American countries.

Mr. Kirker sailed from New York early in April and toured through sections of Brazil, Uruguay and the Argentine Republic in a Chalmers Six-30. He effected several important dealer connections whereby Chalmers cars will be distributed in the countries visited.

"Having been absent from South America for several years, the condition that struck me most forcibly was the complete reversal of the former South American attitude toward cars made in the United States," said Mr. Kirker.

"Until recently, European cars outsold Yankee machines by a wide margin. American-built cars were considered incapable of standing up on the crude country roads. But this idea has been thoroughly eradicated from their minds by the sturdy performance of even the cheaper cars of American construction. Today there are between 500 and 1,000 cars of European make standing unsold in the warehouses while Yankee cars are selling like the proverbial hot cakes.

"Scarcity of ships and high freight rates are playing havoc with an otherwise bumper crop of sales in South America. Summing up the high cost of freight charges, insurance, boxing and import duties, it means an advance of from 40 to 50 per cent over the American list price of the car if the dealer is to make a fair profit. Scores of German ships are interned in the harbors of Rio de Janeiro, Buenos Aires and other ports and will remain there until the end of the war. Meanwhile, the only vessels in commission are a few British boats. It is assuredly up to the United States government and American merchants to strike while the iron is hot. The need of a protected American merchant marine was never more apparent.

"An example of high freight tariffs is to be found in Brazil. Coffee sells in Brazil at \$1 a bag, but it costs \$2 per bag to transport it to New York. Among the other important shipments now being made from Brazil are great quantities of man-

## Mitchell Maxwell

### Cars That Are Peers

in their respective classes.

#### New Small Six Maxwell

2 or 5 passenger .....\$1175.00  
f. o. b. Ogden

Mid-season Six, 7-passenger .....\$1485.00  
f. o. b. Ogden

#### New Series Maxwell

5-passenger .....\$685.00  
f. o. b. Ogden

2-passenger .....\$670.00  
f. o. b. Ogden

### UTAH-IDAHO MOTOR CO.

Division Two.  
C. H. WILSON, Mgr.

Phone 891.

2369 Hudson

anese ore. About 15,000 tons of manganese is shipped weekly from Brazil ports. At the present time, Germany alone owes Brazil some \$7,000,000 for coffee, crude rubber, ores and other products shipped just before the war.

"In Uruguay a six months' drought which destroyed crops and brought heavy damage in its wake, has caused a temporary setback. Cattle and sheep raising, two of the most important industries, suffered from the lack of grazing facilities during the long continued spell of dry weather. The cattlemen and ranch owners are just getting on their feet at the present time.

"I found the most prosperous conditions in the Argentine Republic with Buenos Aires especially active. Cattle are being shipped in great quantities to England and are bringing war prices. Practically all the automobile dealers selling American cars are making excellent progress. J. P. Macadam & Company who have taken on the Chalmers line, have ordered a big consignment of Chalmers sixes shipped them immediately for the big spring and summer trade. Owners of big estates in the Argentine are finding the motor car a good investment for ranch work. They are buying cars in half dozen lots for the use of their foremen and overseers.

"Undoubtedly the action of the National City Bank of New York in establishing branches throughout South America, is responsible for the stimulation in trade with the United States. The National City bank now has branches in Rio de Janeiro, Sao Paulo, Santos, Montevideo, Buenos Aires and is about to open another in Santiago. All branches are handling a big volume of business. The Guaranty Trust company has its investigators on the ground, also, in preparation for going after a share of the profits. Intelligent co-operation between the banking interests of North and South America has at last been established and prosperity awaits the coming of American ships to transport the goods between ports."

According to Mr. Kirker all vessels running to South American points are shrouded in darkness at the present time. Port hole windows are painted black and even masthead lights are extinguished. A sharp lookout is maintained at all times for German submarines and raiders.

It has often been said that motorists should avoid the crowded streets in the business section of the city, as there are so many pedestrians crossing the intersections, but it is a wrong idea. In most instances the driving of an automobile is more safe in the congested than in the outer districts. There is reason for the conclusion in the fact that the driver of the machine is more cautious and observes more readily the traffic ordinances, and the pedestrian is always on the alert in the crowded streets assiduously watching the approach of machines at the intersecting points of the streets.

In sparsely settled districts, and on the outer streets of a city, motorists are not looking for trouble and the pedestrians are not on the lookout for automobiles, the result being that neither is on the safety plan. Greater speed is given the machines in the outer districts and they never are so completely under the control of the driver as in districts where there are many pedestrians. So, taking it all in all, the safest place for the operation of an automobile is in the districts of a city where there are many people, not only because greater care is taken by the chauffeur and the pedestrians, but because traffic officers are always near-by to caution all travelers, whether afoot or in automobiles, to exercise judgment in the observance of traffic laws. Writing in "Motor" on this subject Ray Harroun has the following to say:

"In city driving the safest streets

are those in the business districts, where traffic officers have charge and where all vehicles and pedestrians are reasonably careful. Accidents are far more frequent in the residential parts of a city. A large share of these are due to the irresponsible movements of children.

"The experienced motorist fears more than any other hazard of the road the child who stands on the curb and suddenly dashes into or across the roadway. He guards against accident not only by vigilance, but also by sounding his horn, even at children who are playing on the sidewalk or near the curb.

"In spite of his seemingly irrational movements, the child is thoroughly aware of the danger and, if warned, almost invariably will stay out of the street until the warning motorist has passed. Such precautions reduce notably the percentage of accidents.

"Careful driving of this sort becomes habit with the driver who cultivates it. The concessions to safety do not in the least interfere with his social or physical sense of enjoyment. And they add greatly to the comfort of those who ride with him.

"The driver who intentionally makes everything as close as he can and still avoids accident—the kind that aims to take off the varnish now and then, but leave the paint—never is popular with those who are his guests on street or road. This is the sort of driver who delights in taking a bump squarely, with both springs rising together, his purpose being to jounce the occupants of his car. Some drivers do this because they never have been told that the jounce can be almost smoothed out if taken diagonally so that the spring rebound on the two sides virtually balances. Ignorance of so fundamental an element of good driving is not much of an excuse. It is less blameworthy than the pure mischief, however.

Besides, the right way for the passengers' comfort is always the best way for the longevity and comfort of the car itself.

"This is equally true in city or country driving. A good driver 'sorts his road.' When the going is rough he is continually winding in and out, now in the ruts, now out of them, always planning to take the bumps in a manner to radically disturb but one spring at a time. At first this process requires a good deal of concentration. Later it becomes like all other fine points of driving, a matter of instinct.

"In your progress through city streets, or country roads, it is interesting to note the amazing amount of rubbish allowed to accumulate in the roadway. An absolutely clean street is almost never traveled. Rubbish of

all sorts is strewn about, in the gutters and even on the crown of the roadway.

"Dodge this rubbish! In the zeal with which you cultivate this habit will rest to an amazing degree the life of your tires. Dodge even the apparently harmless things. Avoid spots in the roadway showing a different color from the surrounding surface. It's simply another case of getting the percentage on your side, for it's in rubbish that most punctures lurk.

"A flat, hard surface seldom harbors a nail pointed upward toward one of your casings. Not every piece of rubbish shelters one, but if you keep running over rubbish the law of chance will soon find you a sharp piece.

In the country this habit will be an especially valuable one, as it will cause you to dodge instinctively the hard, pointed pebbles which are often strewn sparsely over the highway. You won't be able to dodge them all, but every one you avoid lowers your percentage of accident, putting farther away the day when your tires will succumb to wear and demand repair or replacement.

"Traffic laws in the country are less rigidly enforced than in the city. Except in cases of malicious speed traps, the driver who maintains a safe speed is seldom called before the judgment of the rural authorities.

"A good driver can make any reasonable speed through the country if he is only careful at what I may term the psychological points. These are as a rule, the small villages or four corners.

The experienced cross-country driver learns to recognize these little centers far off. He seldom slackens speed until he comes within 200 yards of them. Then he abruptly slows to eight or ten miles an hour.

"There always is a loafing place near the corner where they gather, in pleasant touring weather, the fathers of the town. This place may be the village hotel, the postoffice or the general store. Among the coterie that sits discussing the good of the nation or some other topic is almost always a man with a star pinned to his breast.

"Eight miles an hour past the star and for 200 yards on either side will carry you through without molestation, even though you may have been doing thirty-five on either side of this zone.

"Real psychology is back of this theory. The constable probably has his eye on the car as it approaches. The margin I allow always permits him to note that the car has been pulled to a ridiculously low pace.

## THE RIGHT CAR BUT WRONG BERTH

"The right car but the wrong berth" is an L-KO comedy in two reels. Yes, L-KO is the picture's proper name, although it is one of the funniest things that the mind of man has ever invented; funnier even than the caprice of nature; funnier even than—but it is no use. The humor of an L-KO cannot be described in words. It just ripples and runs, and finally crashes to a whirlwind finish.

Dan Russell as a floor-walker is a failure, but as a lady-killer he thinks he is right there. A floor-walker should be the epitome of solemnity. Dan is far from being solemn. He is so funny in the part that he made the cameraman laugh, and this is a feat remarkable in the realm of the studio.

All aboard! L-KO special to the land of mirth.

The duties of a floor-walker should stop at showing ladies the right counters, but Mr. Cowbull let his duties go further. Unfortunately, a lady's pesty-tempered husband thought otherwise regarding dressmaking shops. Mr. Cowbull did not heed, however, until matters reached such an unpleasant state that he was told that

he had five minutes to get out of town.

He was perfectly sincere in wishing to escape, but unluckily husband picked out the same train. Mr. Cowbull jumped on a mail catcher to save his life, but the mail catcher threw him back again into a ladies' berth, where gentlemen are not supposed to be. The husband was not supposed to be there, either, but he was, and so was the conductor and so was the porter and so was a flirt-bater.

All picked out the top of the train for the exercising grounds. The train had to be in the great city on time and couldn't stop for a mere killing. This made running on top even more unpleasant and Mr. Cowbull ran from one end to the other or until he caught on a bridge. The husband, however, also caught on the bridge but neither one knew that this bridge was a drawbridge and went up 250 feet.

How drawbridges, trains, steamboats, hand cars, and flying machines could all meet in one spot and not get mixed up any worse than they did is a problem.

## How Cadillac "8" Helps Cold Weather Motoring

Every motorist who operates his car in winter knows the annoyance

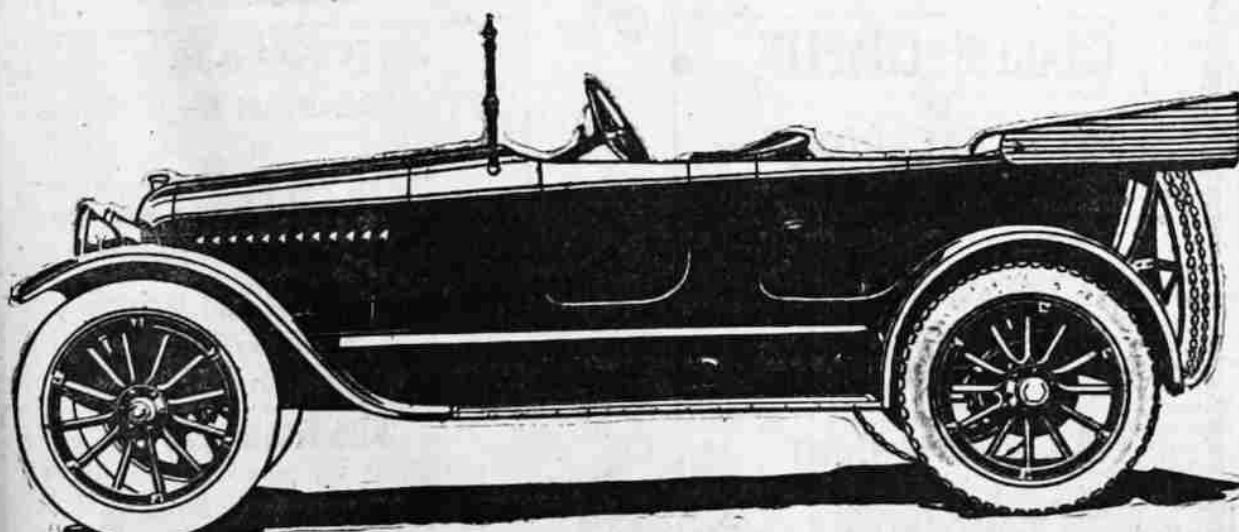
of the "warming up" period which must follow starting the engine after it has stood overnight in a cold garage or for several hours on the street. So the device on the Cadillac Eight which facilitates warming up is of interest to all motorists.

This device exercises a thermostatic control over the fluid in the cooling system and, like many other motor car developments, was inaugurated by the Cadillac Company. The thermostats, of which there are two—one for each block of cylinders—operate in connection with valves which open and close as the thermostats expand and contract with heat and cold.

When the engine and radiator are cold, the valves are closed and the water in the radiator is practically cut off from that in the water jackets of the cylinders. After the engine is started, the liquid surrounding the cylinder blocks rises in temperature and the thermostat valves open slowly. Without the thermostat, all the liquid in the cooling system would have to be heated before the engine would have to be heated before the engine would run well, whereas with the thermostats, only a small quantity has to be warmed at the outset, and the thermostat valves admit the water from the radiator as the temperature of the liquid rises.

The device is wholly automatic in its action. It enables the engine to reach its highest efficiency much more quickly than would be possible if it were necessary to heat the entire volume of circulating fluid before that efficiency were obtained.

## GRANT SIX



\$925.00  
F. O. B. OGDEN

\$925.00  
F. O. B. OGDEN

The Grant Six car is no respecter of weather conditions and without hesitancy it makes its way over any kind of road or at any time of the year. The test of this car under difficult conditions has placed it to the forefront of all cars for dependability and par-excellence in service.

It is an easy going machine and is more durable than any other car that costs less than \$1000. These facts are numerously attested in the continued usage of the car over the mountain roads in mud and storm.

## Goodale-Scoville Company

Call Phone 117 for Demonstration.  
2441 GRANT AVENUE.

## Machines Are More Carefully Driven in the Congested Districts and Pedestrians Are More Cautious—Officers Are Always There.

It has often been said that motorists should avoid the crowded streets in the business section of the city, as there are so many pedestrians crossing the intersections, but it is a wrong idea. In most instances the driving of an automobile is more safe in the congested than in the outer districts. There is reason for the conclusion in the fact that the driver of the machine is more cautious and observes more readily the traffic ordinances, and the pedestrian is always on the alert in the crowded streets assiduously watching the approach of machines at the intersecting points of the streets.

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"In city driving the safest streets

## Do You Know

that Saxon "Six" and Hudson "Super-Six" cars have Timken axles and bearings?

## You Do Know

that no better axles or bearings can be put in any car?

You want YOUR car to stand up.

Know BEFORE you buy that you are getting the best axles and bearings.

A demonstration will convince you regarding the motors, and that these two cars have everything else that you want—luxury, power, easy riding qualities and ease of operation.

Won't you please phone or call for demonstration.

## Ogden Motor Car Co.

2331-33 Hudson Ave.

Ogden, Utah.

Phone 460

W. F. Cortez,

L. L. Hains,  
Manager.

Foreman.